



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Fayette, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	59.6%	Population	17,994	17,672
Rural Bypasses	13.5%	Households	7,532	7,485
Simple Living	7.3%	Families	5,310	5,224
Rustbelt Retirees	6.6%	Median Age	40.4	42.0
Rooted Rural	5.7%	Median Household Income	\$33,504	\$36,271

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	45	\$1,195.04	\$9,001,077
Men's	44	\$217.80	\$1,640,448
Women's	42	\$395.74	\$2,980,685
Children's	53	\$221.51	\$1,668,386
Footwear	38	\$182.61	\$1,375,449
Watches & Jewelry	51	\$113.30	\$853,364
Apparel Products and Services ¹	51	\$64.09	\$482,745
Computer			
Computers and Hardware for Home Use	50	\$104.89	\$790,043
Software and Accessories for Home Use	46	\$13.25	\$99,816
Entertainment & Recreation	59	\$2,207.63	\$16,627,855
Fees and Admissions	44	\$269.38	\$2,029,001
Membership Fees for Clubs ²	46	\$76.53	\$576,428
Fees for Participant Sports, excl. Trips	42	\$47.81	\$360,142
Admission to Movie/Theatre/Opera/Ballet	42	\$62.72	\$472,412
Admission to Sporting Events, excl. Trips	45	\$27.63	\$208,113
Fees for Recreational Lessons	43	\$54.34	\$409,289
Dating Services	59	\$0.35	\$2,617
TV/Video/Sound Equipment	55	\$794.24	\$5,982,224
Community Antenna or Cable TV	61	\$449.58	\$3,386,232
Televisions	47	\$139.41	\$1,050,008
VCRs, Video Cameras, and DVD Players	57	\$19.05	\$143,463
Video Cassettes and DVDs	55	\$35.99	\$271,041
Video Game Hardware and Software	54	\$19.45	\$146,508
Satellite Dishes	77	\$0.86	\$6,493
Rental of Video Cassettes and DVDs	54	\$27.40	\$206,351
Streaming/Downloaded Video	37	\$0.30	\$2,239
Sound Equipment ³	47	\$99.15	\$746,796
Rental and Repair of TV/Radio/Sound Equipment	53	\$3.07	\$23,093
Pets	71	\$315.50	\$2,376,362
Toys and Games	59	\$87.91	\$662,140
Recreational Vehicles and Fees ⁴	88	\$386.55	\$2,911,500
Sports/Recreation/Exercise Equipment ⁵	57	\$123.85	\$932,813
Photo Equipment and Supplies ⁶	58	\$73.42	\$552,976
Reading ⁷	55	\$156.78	\$1,180,839
Food	57	\$4,773.29	\$35,952,451
Food at Home	59	\$2,871.31	\$21,626,700
Bakery and Cereal Products	60	\$401.61	\$3,024,898
Meat, Poultry, Fish, and Eggs	60	\$731.06	\$5,506,361
Dairy Products	59	\$330.86	\$2,492,055
Fruit and Vegetables	54	\$448.46	\$3,377,783
Snacks and Other Food at Home ⁸	60	\$959.32	\$7,225,603
Food Away from Home	56	\$1,901.98	\$14,325,751
Alcoholic Beverages	47	\$280.29	\$2,111,161
Nonalcoholic Beverages at Home	62	\$275.37	\$2,074,118



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Financial			
Investments	36	\$366.32	\$2,759,117
Vehicle Loans	67	\$3,892.78	\$29,320,455
Health			
Nonprescription Drugs	71	\$80.22	\$604,206
Prescription Drugs	72	\$407.81	\$3,071,599
Eyeglasses and Contact Lenses	64	\$48.99	\$368,963
Home			
Mortgage Payment and Basics ⁹	50	\$4,552.82	\$34,291,834
Maintenance and Remodeling Services	49	\$1,013.94	\$7,637,032
Maintenance and Remodeling Materials ¹⁰	76	\$314.01	\$2,365,116
Utilities, Fuel, and Public Services	63	\$2,870.52	\$21,620,750
Household Furnishings and Equipment			
Household Textiles ¹¹	53	\$73.69	\$555,005
Furniture	47	\$308.44	\$2,323,162
Floor Coverings	51	\$49.55	\$373,224
Major Appliances ¹²	63	\$189.20	\$1,425,033
Housewares ¹³	49	\$46.37	\$349,256
Small Appliances	60	\$21.26	\$160,164
Luggage	41	\$4.11	\$30,926
Telephones and Accessories	45	\$19.27	\$145,138
Household Operations			
Child Care	45	\$184.35	\$1,388,551
Lawn and Garden ¹⁴	63	\$268.76	\$2,024,278
Moving/Storage/Freight Express	50	\$26.15	\$196,992
Housekeeping Supplies ¹⁵	62	\$471.07	\$3,548,112
Insurance			
Owners and Renters Insurance	66	\$325.66	\$2,452,856
Vehicle Insurance	60	\$839.49	\$6,323,068
Life/Other Insurance	64	\$368.03	\$2,772,026
Health Insurance	65	\$1,326.86	\$9,993,902
Personal Care Products ¹⁶	57	\$245.51	\$1,849,173
School Books and Supplies ¹⁷	49	\$57.38	\$432,206
Smoking Products	73	\$331.12	\$2,493,972
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	63	\$3,261.88	\$24,568,489
Gasoline and Motor Oil	67	\$1,699.17	\$12,798,180
Vehicle Maintenance and Repairs	58	\$577.38	\$4,348,838
Travel			
Airline Fares	42	\$175.48	\$1,321,708
Lodging on Trips	52	\$220.25	\$1,658,910
Auto/Truck/Van Rental on Trips	39	\$15.37	\$115,799
Food and Drink on Trips	52	\$244.62	\$1,842,464

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.